

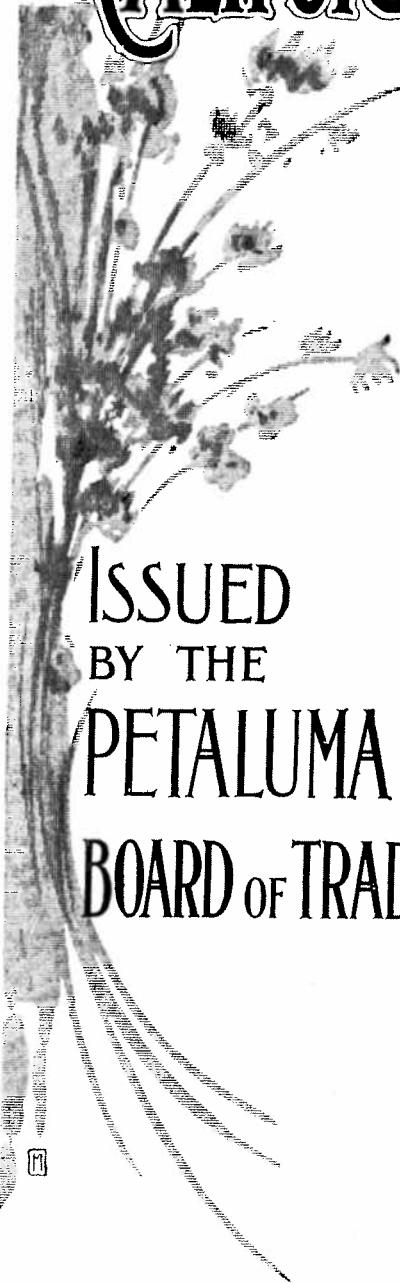
# PETALUMA

SONOMA  
COUNTY

# CALIFORNIA



WHITNEY FALLS, 65 FT. HIGH, NEAR PETALUMA.



ISSUED  
BY THE  
PETALUMA  
BOARD OF TRADE

# PETALUMA:

## HER ADVANTAGES AND RESOURCES

GIVING A SUMMARY OF

Her Inducements for Profitable Exploitation and Development  
of Manufacturing, Mercantile and Financial Enterprises

TOGETHER WITH A

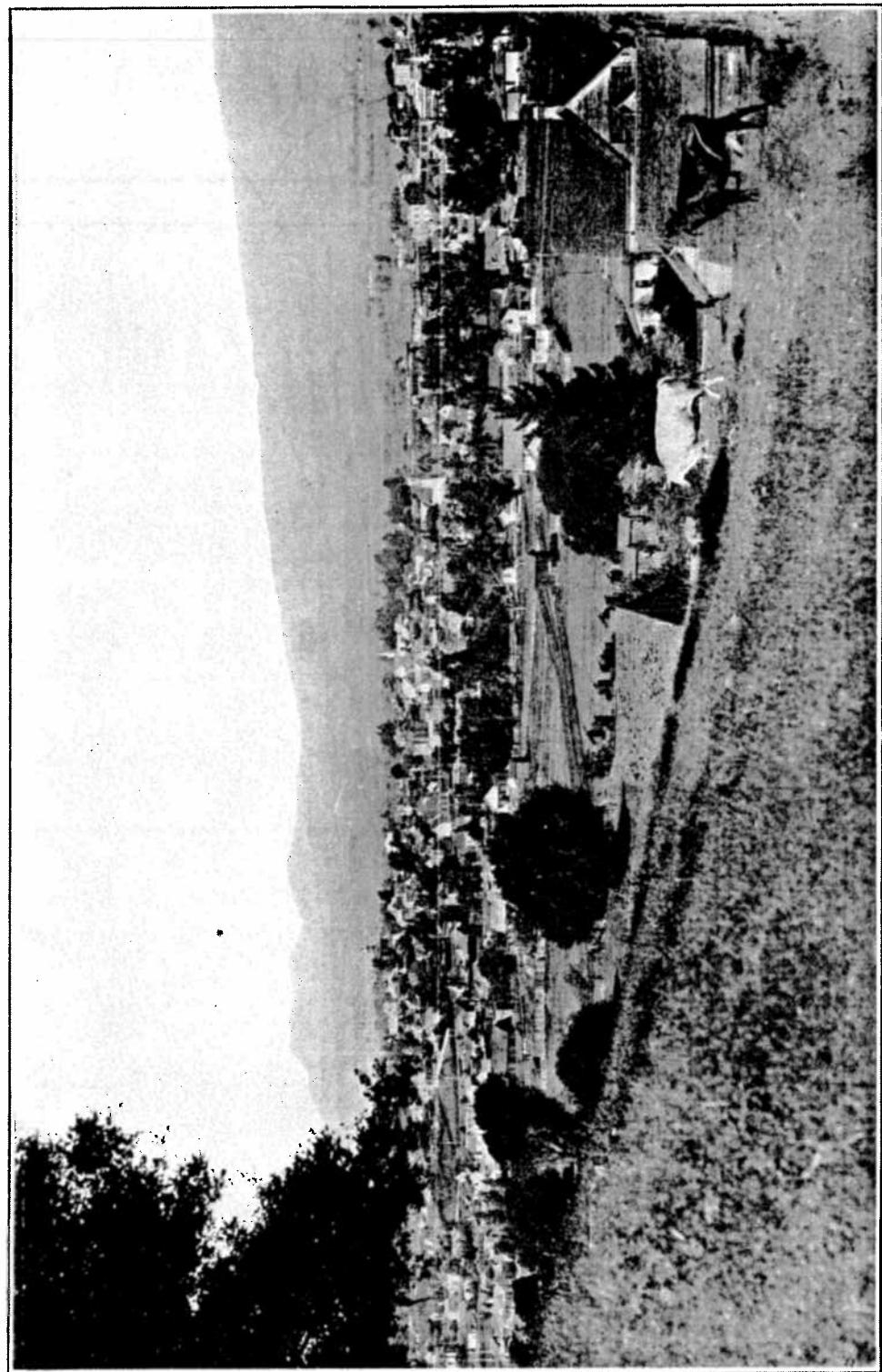
Brief Description of the Agricultural Resources and Products,  
Soils and Climate of Sonoma County.

PUBLISHED BY

THE PETALUMA BOARD OF TRADE  
FOR FREE DISTRIBUTION.



SECOND EDITION  
PETALUMA, CALIFORNIA.  
1903.



LOOKING ACROSS PETALUMA—MT. ST. HELENA IN THE DISTANCE.

# THE PETALUMA BOARD OF TRADE

. . . OF . . .

PETALUMA, SONOMA COUNTY, CAL.



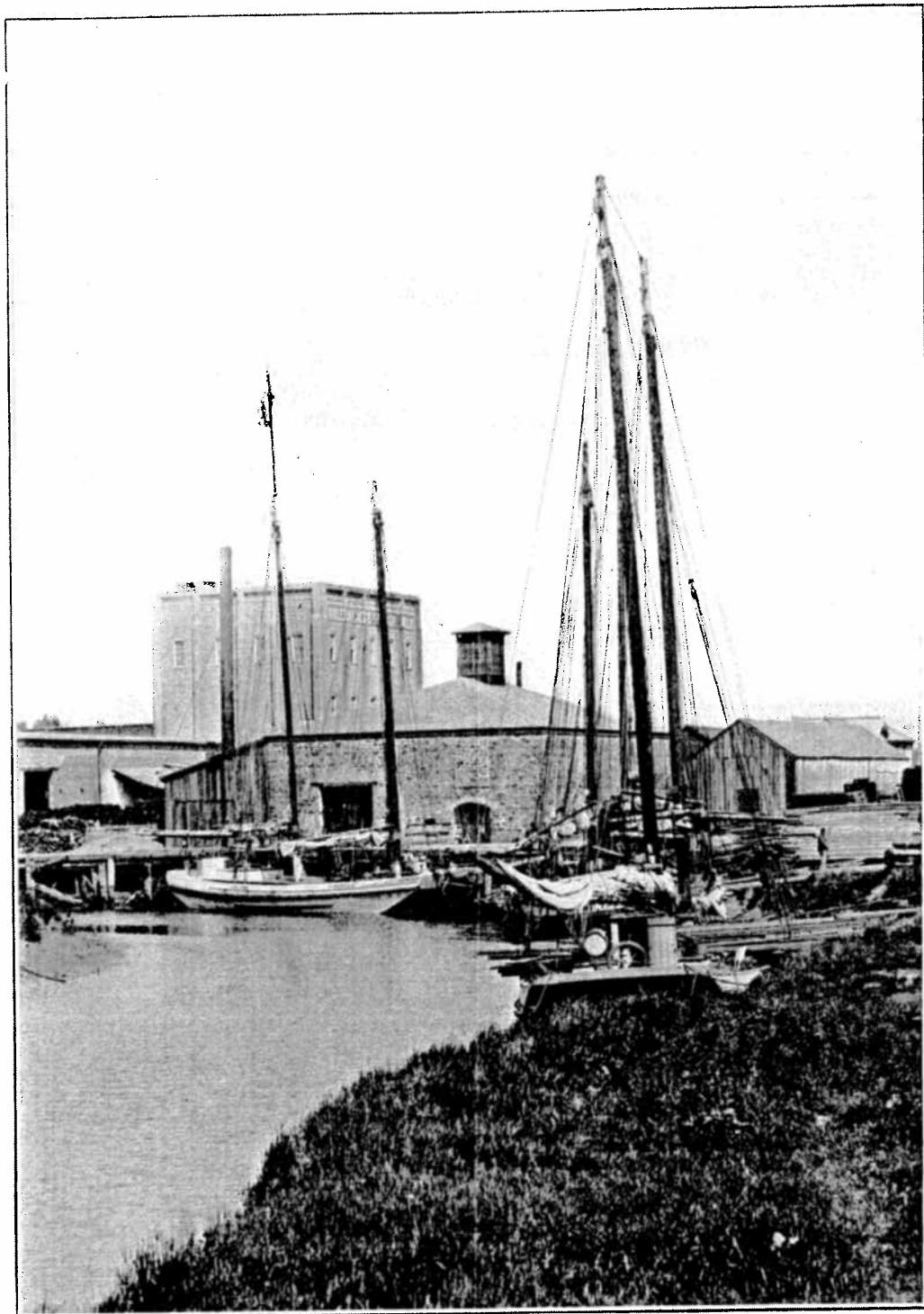
THE PETALUMA BOARD OF TRADE and its objects are to foster, encourage and develop the mercantile, manufacturing and home interests of Petaluma and surrounding country; to collect, preserve and circulate useful information concerning Petaluma and Sonoma county; to encourage wise and helpful legislation, and oppose the enactment of all laws which might injuriously affect our manufacturing or commercial interests; to promote integrity, fair dealing and good faith among, and adjust and determine any disputes and differences between business men; to inculcate the highest principles of morality in the community; to forward the improvement of our harbor, water front, streets, avenues, public parks, water supply and fire protection; to widen and extend our railroad and transportation facilities; to aid and encourage the erection of all needed public buildings; the establishment of new manufactories and the advancement of local improvements; and generally to strive with united effort to increase the wealth, industries, influence, trade and population of the City of Petaluma and its vicinity.

The membership of the Board of Trade includes business and professional men, capitalists, and, in fact, any and all who are interested in any manner in the growth of the city and county.

Any person who has the interest of the city and county at heart, either by reason of owning property, having an interest in manufacturing or business enterprises, or in any way being alive to the growth of the city and county is eligible to membership.

The Board of Trade of Petaluma has 135 members, which is rapidly increasing, and is managed by the following Executive Committee: F. H. Denman, President; P. Sweed, Vice-President; J. W. Horn, Secretary; Thomas Machay, Treasurer; G. P. McNear, W. H. Zartman, F. A. Meyer, L. C. Byce, Col. D. B. Fairbanks.

Petaluma is the chief commercial city of Sonoma county, the most populous and wealthy of the northwest coast counties. It is situated on the Petaluma river, leading inland from the Bay of San Francisco, thirty-five miles from the city of San Francisco. Its location at the head of tide-water navigation, its unusual transportation facilities, its healthful climate and its rich and productive surroundings make it the most favorable point for manufactories anywhere on the Bay of San Francisco. Two steamers, the Gold and Napa City, make trips to and from San Francisco every day, crowded both ways with freight and passengers; thirty to forty sailing vessels are employed in its trade, and from eight to ten trains of the California Northwestern Railroad arrive and leave Petaluma daily for the northern terminus of the road and for San Francisco. With such facilities for transportation, fares and freights are necessarily very low. The fare to San Francisco by steamer is but fifty cents; and by rail, \$1; commutation tickets, one-third less. It costs but ten cents to ship a case of thirty-six dozen eggs to San Francisco, the empty package being returned free. The entrance to Petaluma by rail is along the tide level through the manufacturing district. The city is divided by a navigable river into two parts. The main



ALONG THE PETALUMA WATER FRONT.

business streets are on the west side of the water front. The residence portion of the city is also on the west side. The average elevation of the residence section is about sixty feet above tide level, and the main business street is about twenty feet above low tide. The view from the west side extends in all directions, on the north as far as St. Helena Mountain and Geyser Peak, forty miles away, over a diversified, highly-cultivated and beautiful valley, and on the south in the direction of the Bay of San Francisco. The fall to tide level gives the city a perfect system of drainage, and the outlets of its sewers are flushed twice every twenty-four hours by the tides of the Pacific Ocean. Four fine bridges span the river and connect the business and residence section with the railroad depot and the growing manufactories of the city, which are already of considerable importance, as will be seen from the annexed list and sums paid out for labor.

With the exception of the two first named, these institutions have grown from small affairs to what they now are because of their location in Petaluma. What they have done others can do.

Silk Mills, Carlson-Currier Co., proprietors, employ one hundred hands and pay \$600 weekly salaries.

California Shoe factory, Inc., operated by the Nolan-Hewes-George Co., employs seventy-five hands and pays \$650 weekly salaries.

These two factories are owned and conducted by San Francisco business houses, which handle all their output.

Golden Eagle Flour Mill, The Golden Eagle Milling Co., proprietors, employs twelve hands and pays \$200 weekly salaries.

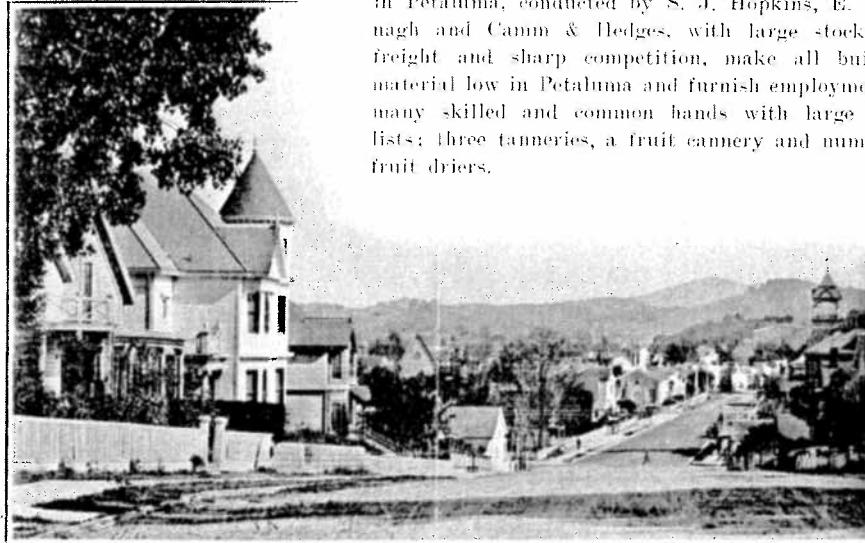
Petaluma Incubator Company, Inc., employs seventy hands and pays \$700 weekly salaries; is now being doubled in capacity.

Petaluma Saddle Tree factory, A. W. Horwege, proprietor, employs ten hands and pays \$150 weekly salaries.

McNear's Mill and Feed Store, George P. McNear, proprietor, employs twenty hands and pays \$250 weekly salaries.

Cold storage plant employs sixteen hands and pays a monthly salary of \$975.

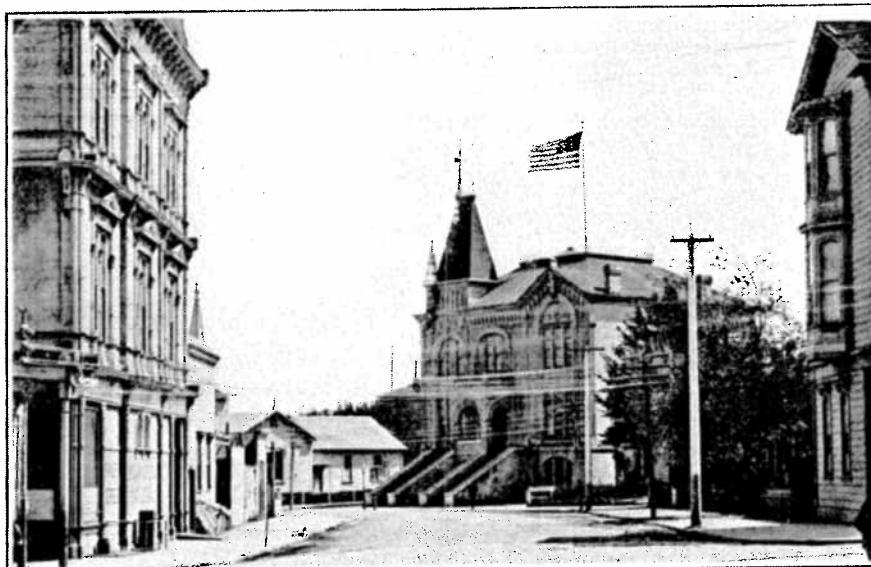
Two Foundries and Machine Shops, Zartman & Co., and Schermacher & Farrell, proprietors, which are equipped with machinery to do all kinds of work in their line, and a half dozen or more wagon and blacksmith shops, employing many hands, with large weekly pay rolls. Three lumber yards and three planing mills in Petaluma, conducted by S. J. Hopkins, E. Cavanagh and Camm & Hedges, with large stock, low freight and sharp competition, make all building material low in Petaluma and furnish employment to many skilled and common hands with large wage lists; three tanneries, a fruit cannery and numerous fruit driers.



A TYPICAL PETALUMA RESIDENCE STREET.

In addition to those establishments the three daily papers have large pay rolls, four cigar factories, and several other industries employ a number of people and pay large sums, to say nothing of the money paid to hundreds of people employed in the handling of fruit and other industries that go to make Petaluma a good town in which to locate.

The city owns a tract of land in the manufacturing center, and a location will be given free to any desirable manufacturing enterprise. There is no place on the Bay of San Francisco that offers such inducements for factories as Petaluma. The great success of those here prove it, and the managers in San Francisco of large factories operating in Petaluma wonder that others have not found it out. It will not be long before the privilege now offered free will have to be paid for, but at present any industry that will employ labor and increase the market for local products will be met half way.



THE PETALUMA CITY HALL.

The corporate limits of Petaluma are one and a half miles square, with a population of five thousand, and as many more within a radius of five miles. The assessed value of city property is \$2,328,987 and the tax rate is one dollar on each one hundred dollars of valuation. There has not been a single delinquent city tax sale in Petaluma for ten years. About twenty towns are within reach of Petaluma and with which it has business relations, and for many of which it is the main shipping and supply market.

The city officers of Petaluma are a Board of City Trustees, consisting of five members, H. P. Brainard, President; a Board of Education, consisting of five members, Philip Sweed, President; a Board of Health, consisting of five members, a Board of Fire Wardens, and the usual executive officers.

In regard to the health of the city, the Board of Health says: "Petaluma is situated between the Pacific Ocean on the west and San Francisco Bay on the south and east, and has long enjoyed a well-deserved reputation as to healthfulness and evenness of temperature. The official record of deaths discloses the fact that during the past two years not a single death has occurred as a result of diphtheria, typhoid or malarial fever, in Petaluma or its vicinity." The statistics of the State Medical Society show that Petaluma has the lowest death rate per thousand on record. Only eighty-five deaths in a population of ten thousand, in one year, or an annual average of eight to the thousand.

The Western Refrigerating Company operates a Cold Storage, Creamery and Ice-Making Plant in Petaluma: stores all classes of perishable goods, such as eggs, butter and fruits.

The Creamery department buys milk from the farmers and makes it into butter, paying the highest market price for milk. Ice is also made and sold wholesale and retail to creameries, butchers and other institutions which require the same.

The town is particularly fortunate in having cheap electric power, suitable for manufacturing purposes, which is sold at the extremely low price of \$1.00 to \$6.00 per H. P., large factories of course getting cheaper rates, governed by the quantity of power consumed. Gas is also sold by this company for fuel purposes at \$1.50 per one thousand feet, in any part of the city, giving to the public as fine a service in electric lighting, power

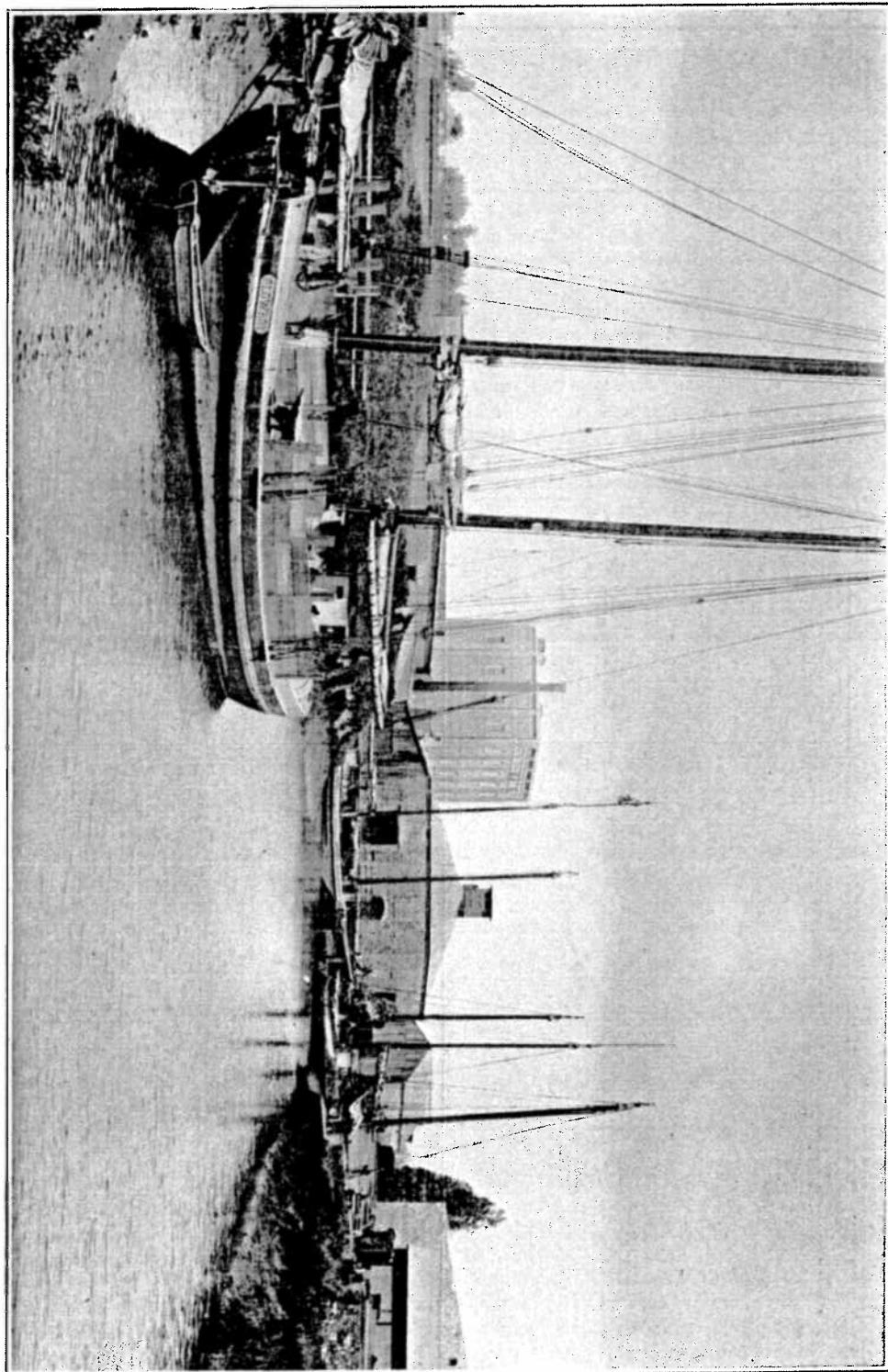


A PETALUMA BUSINESS STREET.

or gas, as can be found in any large city, and at lowest rates. Petaluma is furnished with electricity for power and light by the California Central Gas and Electric Company, drawing its supply from the Sierra Nevada Mountains, one hundred and seventy miles away, on the longest transmission power line of this elusive force in the world. An electric street car system may soon be inaugurated.

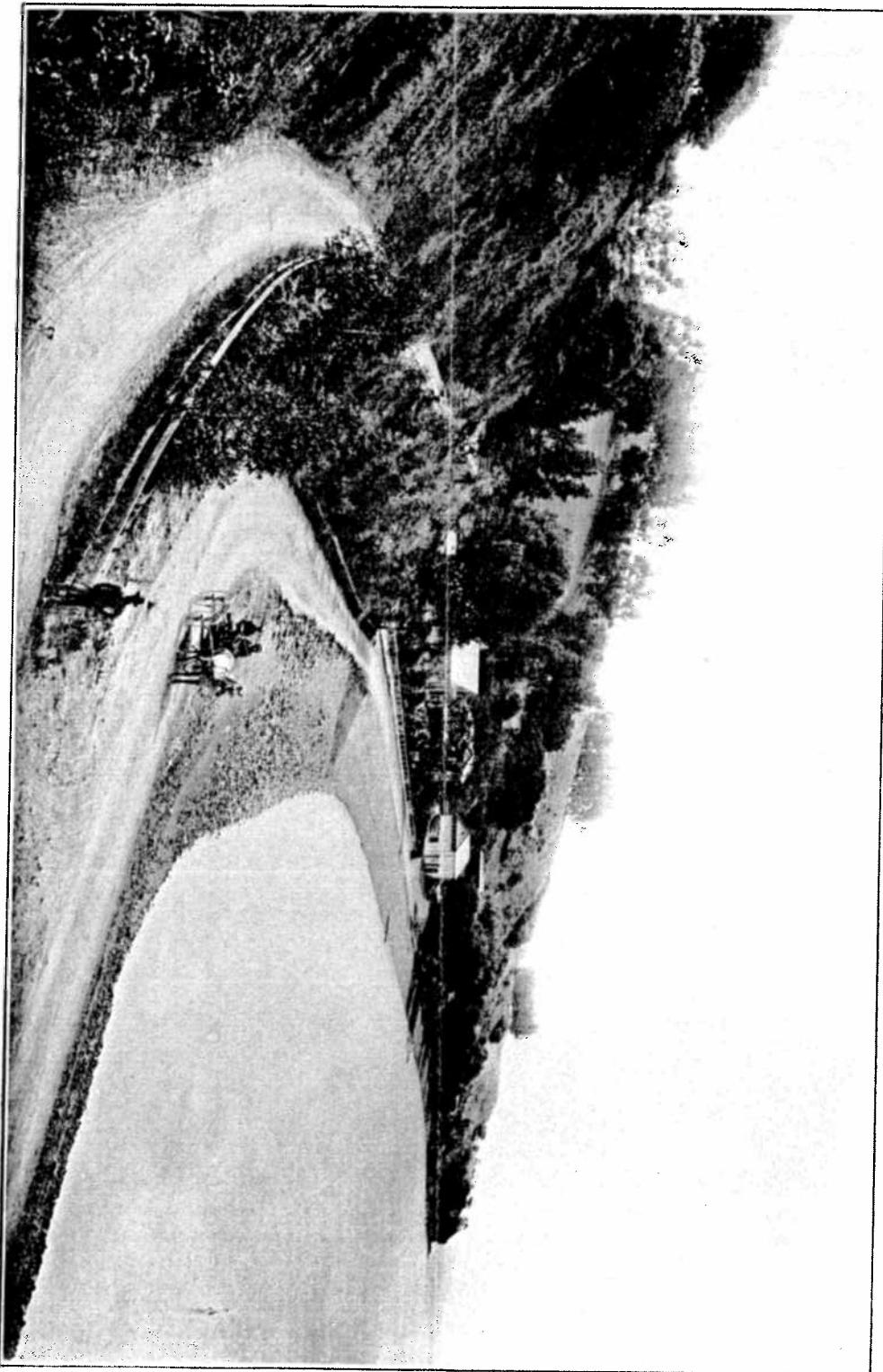
No town in California has devoted more care and attention to its public schools than Petaluma. Its present school buildings will accommodate about 1,000 pupils and are taxed to their full capacity to meet the demand for more room. The High School, under Professor Ferguson, has one hundred and twenty-five pupils and five teachers. Its matriculates are on the accredited list of the Universities. Nineteen teachers are employed in the other schools. The gain in school children for the last year was two hundred and twenty-five, requiring a still further increase of school accommodations. There are two large private schools in Petaluma, St. Vincent's Academy, in charge of the Sisters of Charity, and a free Kindergarten school, endowed by W. H. Pepper, with two teachers and about seventy pupils, and the Adventists have just erected a school building to be operated and conducted by their denomination.

All the leading religious denominations are represented in Petaluma, and most of them have handsome church buildings. They have a combined seating capacity for about thirty-five hundred. The Christian church, the Baptist church, the Congregational church, the Presbyterian church, First Methodist Episcopal church, Methodist Episcopal South, Roman Catholic church, Episcopal church, German Lutheran and Adventist.



A STRIKING VIEW ALONG THE PEALUMA WATER FRONT.

A STRIKING VIEW ALONG THE PETALUMA WATER FRONT.



DOWNTOWN PETALUMA  
DOWN BY THE SHINING AND SHIMMERING SEA NEAR PETALUMA.

Petaluma has a free public library with ten thousand well-selected volumes. It is supported by a tax of seven and one-half mills on each dollar of city property valuation, and a \$15,000 Carnegie library building is soon to be erected here.

The city has an abundant supply of pure fresh water, a gravity system, and exceptionally low rates. The reserve reservoir has a capacity of five million gallons. The fire organization of the city consists of five companies with ample equipments. There is a pressure of sixty pounds to the inch, which is sufficient to carry it over the highest building in Petaluma.



BIRD'S-EYE VIEW OF PETALUMA FROM QUARRY HILL.

A rural free mail delivery was established in 1899, extending five miles into the country, and serving one hundred and fifty families. Two other routes were established in 1900, and mails are now served daily, except on Sunday, to four hundred and fifty families, within a radius of seven miles of the city. There is also a free mail delivery in the city limits, served by carriers. When the present postmaster, J. L. Dinwiddie, took charge in 1899, it required but three persons to run the office. Twelve persons are now employed, and the receipts of the office are one-third more than they were in 1899.

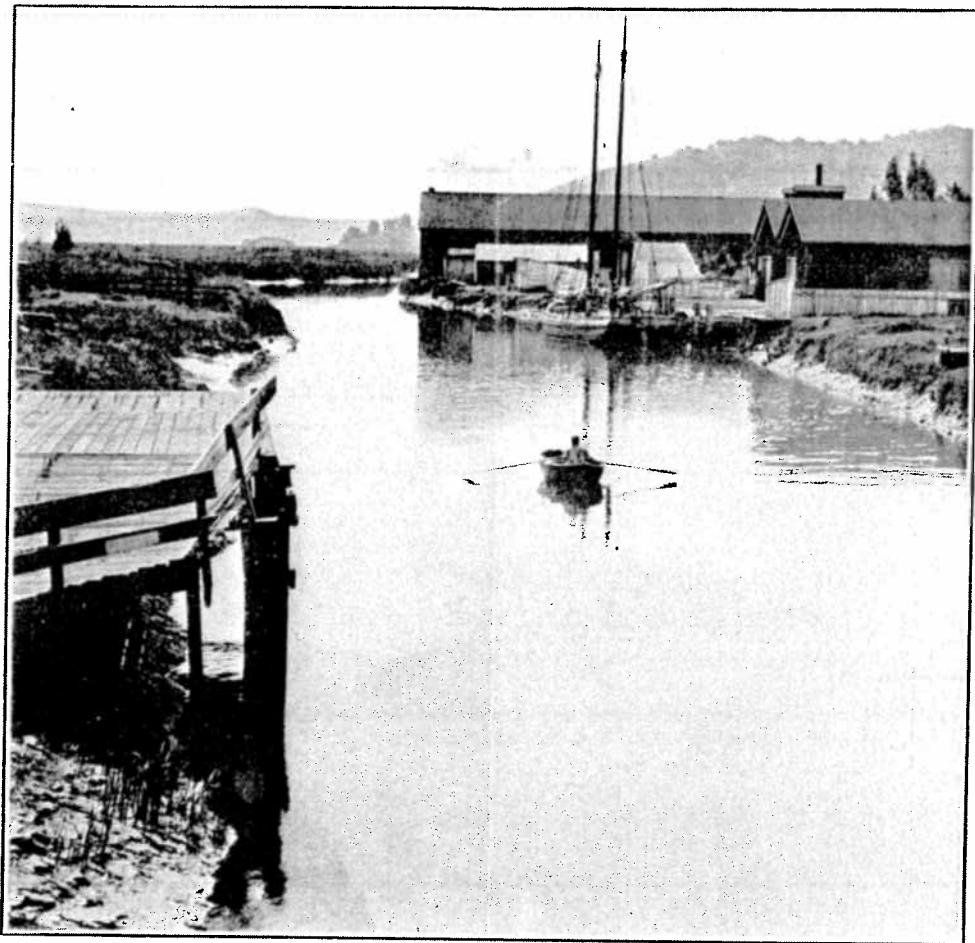
Real estate can be purchased in and around Petaluma for much less than in any section of the State offering as many natural advantages. The town has had no boom with its inevitable reaction, but a steady growth and everybody is prosperous.

Contractors and mechanics are all busy and engaged for months ahead. Rents for a five or six-room modern cottage are from \$10 to \$15 per month, and can be purchased to net the owner from eight to ten per cent per annum. There are seven hotels and six restaurants in Petaluma, board from \$1 to \$2 a day, and less by the month, and in boarding houses.

Petaluma is classed by the Insurance Companies as preferred. Rates are low on business houses and dwellings, owing to a direct pressure water system, electric fire alarm, and a prompt and efficient volunteer fire department, which is well equipped for extinguishing fires. Petaluma has four banks of the highest financial standing, with total assets of nearly \$3,000,000. Interest is six per cent and plenty of money to loan. No bank has foreclosed a mortgage in Petaluma for years and there are few bank lands for sale. More millionaires and successful financiers, now operating here and elsewhere in the State, made their start in Petaluma than in any other town of its size in Northern California.

The Ladies' Improvement Club, Mrs. A. A. Atwater, President, has been an important factor in the development of Petaluma. They have greatly improved the parks and streets of the city and have done much to advertise the place at home and abroad, as they are in constant receipt of letters asking for their by-laws and methods. It was the first, and is the most successful club of its kind on the coast.

An account of the local advantages of Petaluma and its surroundings has been given. It will now be shown from a broader standpoint why it is destined to become in the near future a great commercial and manufacturing center. It is the natural shipping point, or



A VIEW FROM THE DRAWBRIDGE OF PETALUMA CREEK.

chief source of supply for Marin, Sonoma, Mendocino and Humboldt, known as the northwest coast counties, which differ in topography, soil and climate, from the rest of the State. They front upon the ocean, which gives them an abundant rainfall during the winter, and sufficient moisture during the summer months to mature all plant and tree life without irrigation. The face of the country is broken by a complex system of mountain ranges, interlaced with valleys of greater or less extent, some of which are more than a hundred miles in length. The soil of both hills and valleys is extremely fertile; its pastures are perennially green. Of the entire dairy product of the State for the year 1901, aggregating 29,730,882 pounds, Marin, Sonoma and Humboldt produced twelve million pounds, nearly one-half of the whole. Of the world-famed redwood forests of California, over eighty per cent are in the northwest coast counties. The vast agricultural resources of this region, though ripe for the harvest, are almost untouched. It is off the main lines of travel through the State, and the possibilities of its future development are unknown, hence unappreciated. The California Northwestern R. R. runs for one hundred and forty miles into this district and returning first reaches tide level in the corporate limits of Petaluma, which has an advantage over all cities north, of two dollars a ton on all freight to and from San Francisco, by reason of its water competition; and daily communication by sailing craft and steamers with the markets of the metropolis, which gives Petaluma the remarkably low freight rate to San Francisco of 60 cents to \$1 per ton.

Sonoma county, in which this flourishing city is situated, had a population of 42,000 at the last census. It is now nearer 60,000, no county in the State is increasing more rapidly. It has an area of one million acres, and its assessed wealth is \$26,257,618. The State and county tax is about one dollar and a half on the \$100 assessed valuation of property, assessed at about two-thirds of its actual value. Its annual production of wealth from all sources is \$6,000,000, seven hundred dollars for every registered voter in the county in 1902. Not less than twenty thousand people from San Francisco summered in the many beautiful resorts of Sonoma county. This influx of pleasure-seekers is a regular and increasing source of revenue.

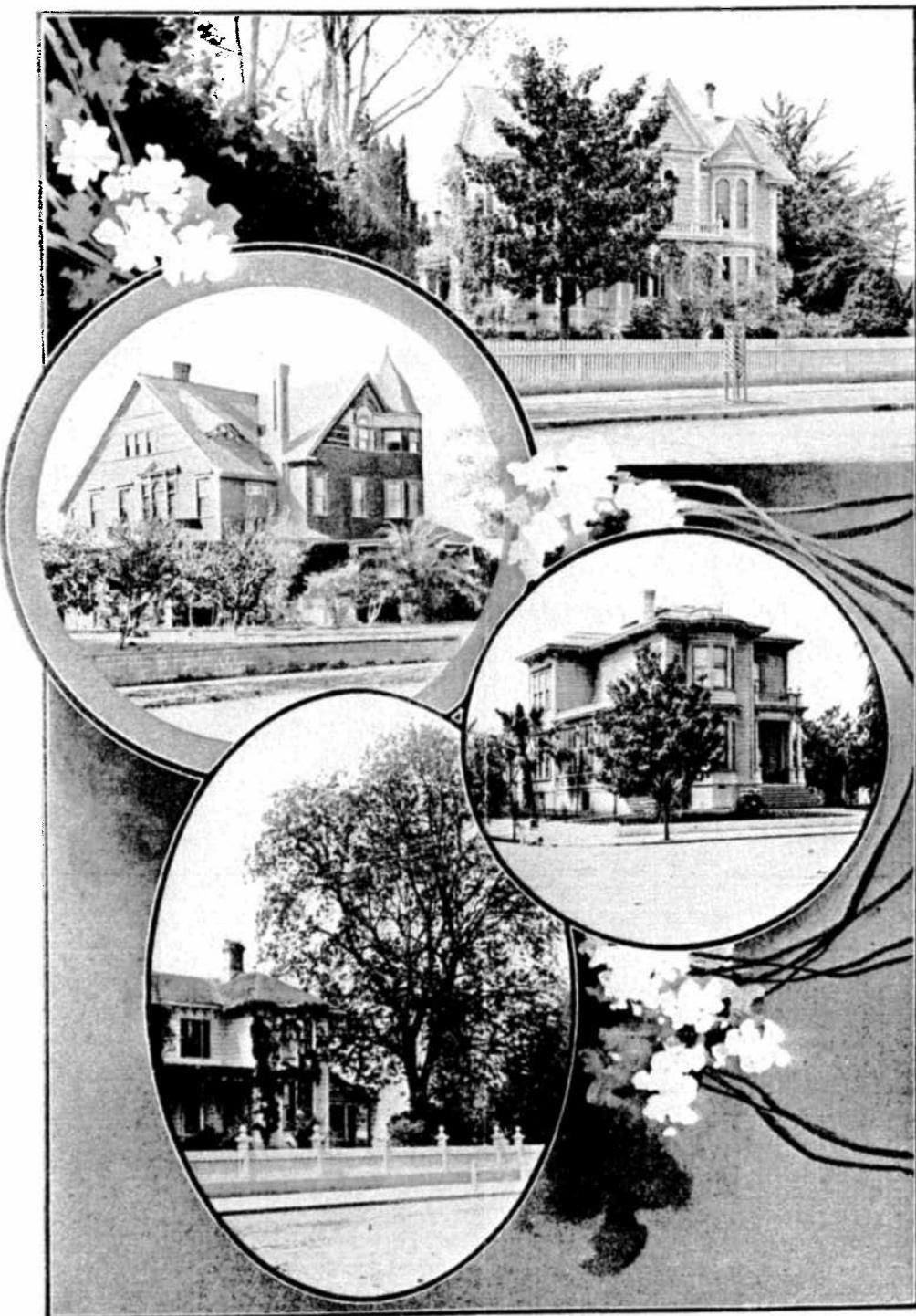
Petaluma is the chief shipping point for this magnificent county and must grow, by reason of its location, into a city of great importance, not taking into account its unsurpassed advantages as a manufacturing center. The opportunity for investment in Sonoma



ONE OF MANY BEAUTIFUL RESIDENCES IN PETALUMA.

county was never so great as now, and is nowhere so favorable as in Petaluma. Petaluma is beautifully situated, facing on the east the rich and extensive valley of the same name, which merges into Sonoma mountains, arable to the crest. It is flanked on the west by a vast stretch of rolling land, extending to the shore of the ocean, the center of a poultry interest, by far the largest in the world. There are more small farms of from three to forty acres in the environments of Petaluma than in any part of this State. All are under intensive culture, and properly cared for, each will handsomely support a family. The subdivision of large tracts is rapidly widening the area of small holdings.

The poultry business grew to its present proportions, and was bringing to the city an immense cash revenue, almost before the people themselves were aware of it. Nearness to market, adaptability of climate, and the invention of a successful incubator by a prominent and ingenious citizen of the city, had much to do with the expansion of the business. It costs but ten cents freight to ship a case of thirty-six dozen eggs to San Francisco, or twenty cents a case by express with free delivery at both ends of the route, the empty package returned free of charge. The erection of a large cold storage plant was also a great help. During the three spring months eggs to the value of over \$100,000 have been purchased and placed in cold storage, thus relieving the market of its spring surplus, raising prices to a paying basis for the entire year. It stimulated production, and one of



A GROUP OF BEAUTIFUL PETALUMA HOMES.

its good results was to lower the price for the close fall season, benefiting the producer, local merchant and the consumer. It reduced to a minimum the competition of Eastern with California poultrymen, a benefit to the entire State.

Petaluma is a cash town. Its merchants pay spot cash for all farm products, from a dozen eggs to one thousand tons of hay, a ton of butter, a hundred bales of hops, or any other staple in any amount, and there is never a suggestion that a dollar so paid should be spent over the purchaser's counter. The poultry trade has much to do with fixing business on a cash basis, the gold cure for financial stagnation. On the 23d of March of this year local merchants paid out \$5,700 cash for eggs alone; for the week ending March 29 they paid out \$18,388 for poultry products not including direct shipments, which would increase the amount to \$25,000 for the week. Petaluma is the greatest poultry raising section of the world and supplies more than one-half of all California poultry and eggs that reach the State markets.



ONE OF PETALUMA'S BEAUTIFUL PLAZAS.

Petaluma poultry ranches vary in size from 300 hens, kept in some of the backyards within the city limits, to 7,000 hens, owned by the largest poultrymen, who buy feed in quantities up to 2,000 sacks of wheat at a single purchase.

In addition to the poultry products, Petaluma has an immense output of other staples, as will be seen from the list of exports taken from a statistical table prepared by its Board of Trustees, herewith given. Wheat, corn, barley, oats, hay, potatoes, hops, wine, wool, olive oil, sugar beets, grapes, prunes, pears, plums, peaches, cherries, apples, berries of all kinds, citrus fruits, English walnuts, almonds, asparagus, tomatoes, artichokes, celery, onions and cucumbers for pickling, butter, milk, cream, cheese, tanbark, cordwood, railroad ties, and curly redwood for furniture, beef, cattle, horses, sheep, spring lambs, milch cows, hides and calves. Nothing could better show the productiveness of the country around Petaluma than this surprising list of its exports. The county as a whole produces one thousand tons of butter a year, sixteen thousand bales of hops, four million gallons of wine, and twenty thousand tons of hay for export. Its output of green and dried fruits of all kinds is difficult to estimate in figures, but is as large as any county in the State, with the possible exception, in prunes only. Its production of pickled olives, olive oil and citrus fruits is increasing, and the time is approaching when olive oil will be in the front line of its exports, all of which will be shipped from or by way of Petaluma.

All kinds of seed and stone fruits grow in the country around Petaluma. It is especially good for apples, cherries and berries of all kinds. Cherry valley, commencing within the corporate limits of the city, ships tons of early cherries to market. Asparagus for export is grown in considerable quantities near the city. It is a profitable crop paying as high as one hundred and eight dollars an acre. Tomatoes are grown by the acre for canning purposes and pay well. The soil is also adapted to the growth of the popular pie plant, or rhubarb.

barb, of which there is a large exportation from the Pacific Coast to the East. Sugar beets, containing twenty to twenty-five per cent saccharine in three-hundred ton tests, are grown on the reclaimed marsh lands south of Petaluma.

The Luther Burbank experimental horticultural station is only fifteen miles north of Petaluma. Burbank's marvelous success is of inestimable value to the country; his reputation is world-wide.

The Petaluma Incubator Factory is the largest of its kind in the world. Outside of our own country its distribution has extended to Australia, New Zealand, Central America, Argentine Republic, Cuba, France, Europe and other parts of the world. Over five hundred were shipped to Australia on a single steamer. They are all made of California redwood.



HACIENDA OF THE PETALUMA RANCHO.

Built by Gen. W. G. Vallejo in Fifty-nine, of Adobe, and Still in Perfect Preservation.

The only silk mill west of the Mississippi is in Petaluma. Its product is shipped to the East, all parts of Mexico, South America, British America and Australia. There is also a large export trade in crushed rock and paving stone to bay points. Petaluma is nearer to San Francisco than Paterson, New Jersey, is to New York, and there is no reason why its manufactories should not be as large. That it will advance with San Francisco is as certain as the rise and fall of the same ocean tide in both cities. The climate of Petaluma is that of the bay counties, at all times moderate, even in its extremes. It has the winter temperature of Southern Florida, though ten degrees farther north than the Atlantic peninsula. The marvelous effect of the moisture-bearing breeze upon all plant and tree life was not appreciated by early settlers in Sonoma county, though it was apparent enough in the enormous growth of the commercial redwood which attained a diameter of fifteen and a height of two hundred and fifty feet. But it was discovered that other trees would grow as well, and Sonoma is now one of the largest fruit producing counties in the State, perfecting its crops without irrigation.

There are many handsome villa and suburban residence sites in and near Petaluma, with views of great extent, variety and beauty, waiting for the home builder. The City Hall is

## THE PETALUMA BOARD OF TRADE

an elegant and modern structure. The business blocks and the stocks carried by Petaluma merchants, and their appointments for business, compare favorable with the best of their class in the metropolis. All the leading fraternal and benevolent societies are represented.

Petaluma has been fortunate in its public press. It has three daily papers: The Argus, The Courier and The Tribune, and four weekly papers; one of the latter, the Poultry Journal, containing all the news of that important industry. In conclusion, Petaluma offers inducements for the capitalists as a manufacturing center and for its commercial possibilities. It invites the man of moderate means, because its lands are in small holdings and freights do not absorb the profits. It invites the workingman because there is a demand for skilled and unskilled labor, and honest labor can always be sold for honest dollars in its markets.

The following table of the rainfall in Petaluma for the preceding five years was kindly supplied by Mr. W. A. T. Stratton, nurseryman, and a painstaking and careful observer:

| YEAR | RAINFALL AT PETALUMA. |       |       |       |       |       |       |       |       |       |       |       |       |       |
|------|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|      | JAN.                  | FEB.  | MAR.  | APR.  | MAY   | JUNE  | JULY  | AUG.  | SEPT. | OCT.  | NOV.  | DEC.  | TOTAL |       |
| 1903 | 5.47                  | 2.28  | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 4.42  | 3.69  | 2.51  | 30.17 |       |
| 1902 | 1.07                  | 11.98 | 3.10  | 2.18  | 1.22  | ..... | ..... | ..... | ..... | .71   | .95   | 4.53  | 1.76  | 22.87 |
| 1901 | 5.43                  | 4.62  | 1.65  | 2.56  | .66   | ..... | ..... | ..... | ..... | .10   | 2.78  | 4.82  | 2.49  | 20.56 |
| 1900 | 4.65                  | .90   | 2.42  | 1.88  | .52   | ..... | ..... | ..... | ..... | .46   | 5.33  | 3.82  | 2.82  | 28.73 |
| 1899 | 7.12                  | .26   | 6.40  | .61   | 1.01  | ..... | ..... | ..... | ..... | .46   | 1.20  | .87   | 2.82  | 13.42 |
| 1898 | 1.29                  | 3.72  | .28   | .37   | 1.81  | .30   | ..... | ..... | ..... | .15   | 2.61  | 1.90  | 2.03  | 23.66 |
| 1897 | 2.85                  | 6.03  | 5.80  | .54   | .60   | 1.15  | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |

The temperature in Petaluma ranges from 40° above zero in winter to 80° above zero in summer, extremes being moderated by the temperate ocean breezes.

A bill has just passed the Legislature and been signed by the Governor appropriating \$5,000 to build and maintain a Poultry Experimental Station at Petaluma, which will be of great value to the Poultry men and industry in the State of California. The Station is located here because Petaluma is the recognized Poultry center of California.

Any further or special information about Petaluma or Sonoma county will be gladly furnished free by addressing

## THE PETALUMA BOARD OF TRADE,

F. H. DENMAN, President.

Or J. W. HORN, Secretary,

No. 812 Main Street,

PETALUMA, CALIFORNIA.

